

**THE RHODE ISLAND CONVENTION CENTER AUTHORITY
BOARD OF COMMISSIONERS
MARKETING COMMITTEE BREIFING**

August 24, 2006

A briefing of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on August 24, 2006 pursuant to notice at the Rhode Island Convention Center Boardroom, One Sabin Street, Providence, Rhode Island.

Board members present were Chairman Dale Venturini, Commissioners Jeff Hirsh and Jason Fowler.

Also in attendance were Jim McCarvill, Kerrie Bennett, RICCA; Neil Schriever, Martha Sheridan and Rudy Heater, PWCVB; Tim Muldoon, Debbie Tuton and John McGinn, RICC; Cheryl Schadone, Lisa Napolitano, Eleanor SanAntonio and Larry Lepore, Dunkin' Donuts Center; David DePetrillo, RIEDC/Tourism; Tim Walsh, Newport CVB and Eileen Smith, recording secretary.

Ms. Venturini called the session to order at 12:10 p.m. Because of a lack of quorum no action was taken.

Ms. Venturini noted the inaccuracy of recent articles appearing in local publications regarding the proposed casino. She stated that "Save Our State" is disputing many of the statistics cited in the articles.

Ms. Venturini reported that the PWCVB, the Dunkin' Donuts Center and the Convention Center would be presenting their marketing plans. She noted that they had collaborated on the power point presentation but that each partner would present their individual plan. (A copy of the presentations can be obtained at the Authority office)

Ms. Schadone began the Dunkin' Donuts Center Presentation by thanking the Authority for making it possible to market a renovated facility. She reported that the Dunkin' Donuts Center had hired John Colletto to market the new suites. Mr. Colletto has had a great deal sports and media experience and is looking forward to an exciting new position. Ms. Schadone presented the 2007 marketing goals for the Dunkin' Donuts Center. Mr. Lepore congratulated Ms. Schadone for putting together the proposed suites package although more work needs to be done before it is finalized. Ms. Venturini noted that Ms. Schadone became a team member as soon as the Authority purchased the Dunk.

Mr. McGinn began the Convention Center portion of the presentation noting the goals for 2007. He reported on events that have been contracted for future years as well as tentative bookings. Mr. McGinn noted the Convention Center Staff's participation in national and local associations of meeting and event planners. Mr. McGinn reported that the new ballroom has already proven to be a valuable asset. He also reported success the local business community for meetings

and food and beverage.

Mr. Schriever presented the PWCVB's portion of the marketing plan. He noted the use of the word complex when marketing the facilities. He noted that with the new hotel rooms and a renovated Dunkin' Donuts Center the PWCVB has a larger market of trade shows, sporting events and conventions. He said that the Bureau would employ a coordinated strategy, integrating sales calls, client events, industry meetings participation and media outreach.

Ms. Venturini stated that she had another engagement and needed to adjourn the meeting. She apologized to Mr. DePetrillo and assured him that he would be given an opportunity to report at the September meeting.

Ms. Venturini announced that the next meeting would be held on Friday, September 15th at noon. She noted that she had invited Thom Deller, City Planning Department and Ed Parker, DOT to discuss signage issues.

Hearing no further discussion, Ms. Venturini entertained a motion to adjourn. Upon a motion duly made by Mr. Hirsh and seconded by Mr. Fowler it was unanimously

VOTED: to adjourn at 1:55 p.m.